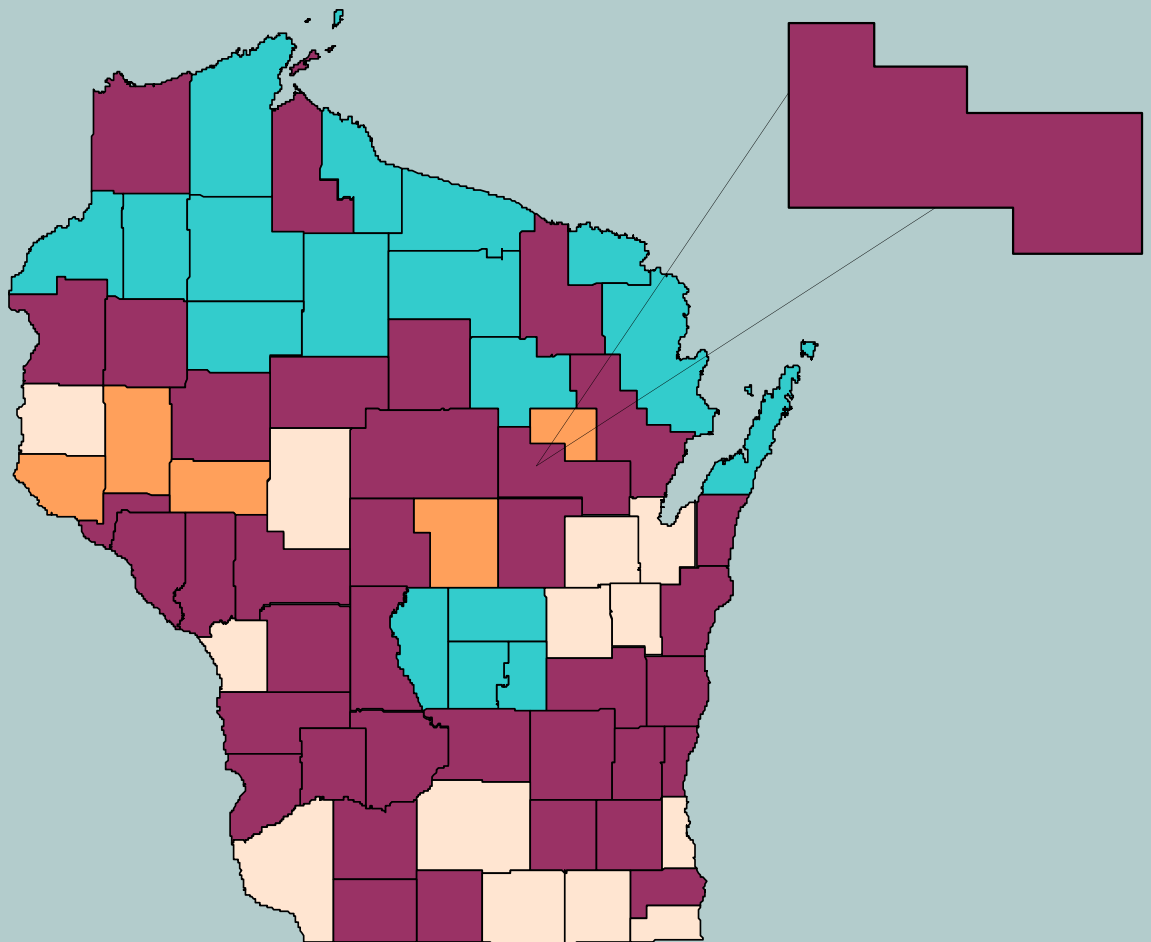


Shawano County Workforce Profile

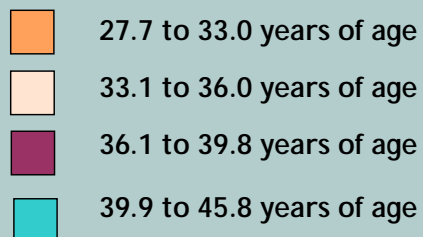
Median Age by County, 2000



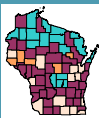
Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

During the 1990's the population in Shawano County grew at almost the same rate as the State of Wisconsin. The State increased in population by 9.65 percent compared to 9.44 percent for the County. A total increase of 3,507 during the decade. The County has kept the same pace as the State since the census and the most recent population estimate with the same growth rate as the state and nation. From April 2000 until January 2001, the county increased in population by 280 residents.

Although the growth rate for the County was the same as the State during the decade, the source of growth was much different. The majority of the county's growth has come from in-migration. New residents moving to the area made up just over 90 percent of the county's growth. While in-migration has helped the county grow, it also has some drawbacks. Many of the residents in the county are past the age of starting a family so growth comes from migration and in fact may be looking at the area as a place to retire. This creates an older population for the county, and may have an impact on the area's current and future labor force. Another area will be to look at the types of services needed and expected by this population.

The age of the population also has an effect on the repopulation of the area through natural increase. During the last ten years, the population has grown 329 based natural increase. This is a measurement of births minus deaths. At the same time, the increase in population due to in-migration was 3,178 for a net increase of 3,507. Many of the individuals moving to the area are at or near retirement age, so rather than adding to potential workers in the area, will be looking for additional services.

Since the census, population estimates show that eight of the county's ten largest municipalities have had an increase in their population, while two of them had a decline. The actual change in the populations of any of the ten was quite minimal. The largest change in these municipalities was in the Town of Richmond, which had an increase of 21 residents, at the same time, the two areas estimated to decline showed a loss of one resident. These were the Village of Wittenberg and the Town of Maple Grove. Not all population changes are the result of individuals moving in or out an area. Some are also the result of changes in the boundaries between local municipalities.

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Shawano County	40,664	40,944	0.7%

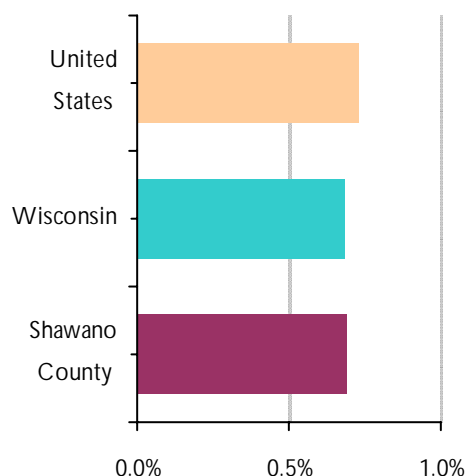
Ten Largest Municipalities

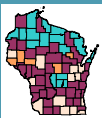
Shawano, City	8,298	8,316	0.2%
Wescott, Town	3,653	3,666	0.4%
Washington, Town	1,903	1,915	0.6%
Belle Plaine, Town	1,867	1,876	0.5%
Richmond, Town	1,719	1,740	1.2%
Angelica, Town	1,635	1,650	0.9%
Bonduel, Village	1,416	1,425	0.6%
Wittenberg, Village	1,177	1,176	-0.1%
Lessor, Town	1,112	1,123	1.0%
Maple Grove, Town	1,045	1,044	-0.1%

* Shawano portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



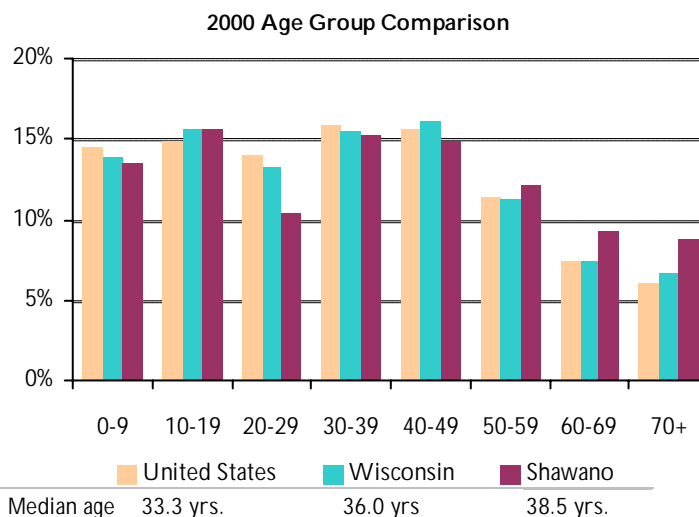


State of Wisconsin - Shawano County

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work.)

The Shawano County population by age groups is very close to the State population break out through age 19. At this point in time, the percent of workers drops below the State's percent of population well below the percent of population in the 20 to 29 year age bracket. This may be due to a variety of reasons ranging from low birth rates during that period of the county's history due to economic problems or young people leaving the community after completing high school to look for employment or continue their schooling. Beginning with age 50, the County has a higher percent of residents in all of the categories than either the State of Wisconsin or the United States.

This is reflected in the median age of the County at

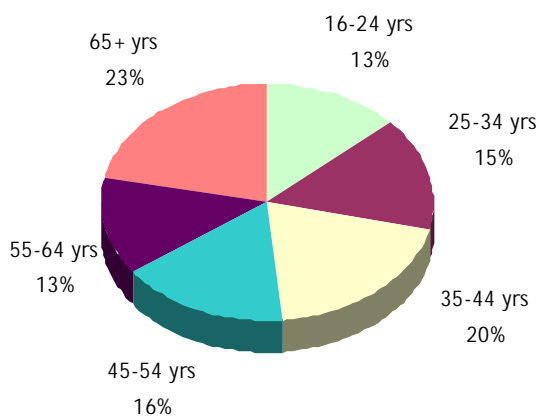


Source: US Department of Commerce, Census Bureau, *Census 2000*

38.5 years. This is five years more than the national average and 2.5 years more than the State. Currently the largest segment of the population that is labor force age is at or over 65 years of age. This makes up 23 percent of the labor force age population. The youngest sector with the 16 to 24 year olds is the smallest, and some may leave after school presents problems for economic growth.

County Civilian Labor Force

Shawano County Labor Force Age Groups

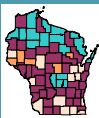


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

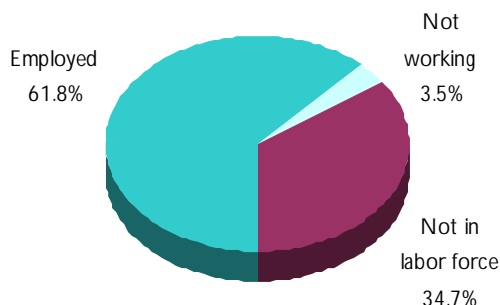
The County's labor force is a subset of its population. It includes residents that age 16 and older that are working or looking for work. The size and make-up of the labor force in the County is quite dynamic, fluctuating with the seasons and economy.

During 2001, the average size of the labor force in the County was 20,300. However, the availability of workers changed during each month of the year. Normally the winter months of January, February experience the lowest number of workers in the labor force. This coincides with the number of jobs available during these months. The converse of this is June, July and August when tourism, food production and construction are at their peak boosting employment to its highest level, the labor force ex-

(Continued on page 3)

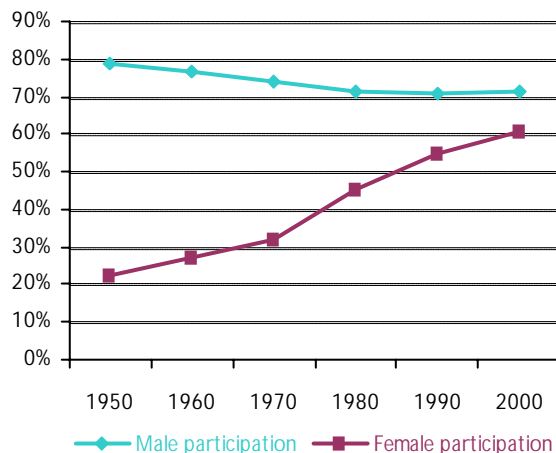


2001 Labor Force Participation



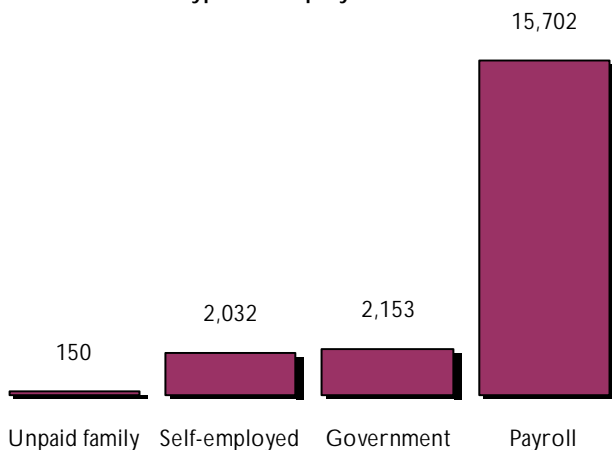
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

pands to meet this need.

During the last five years, the unemployment rate in Shawano County has followed the same basic pattern as that of the state, although at a slightly higher rate. The rate had basically declined between 1996 and 1999, going from 4.4 percent down to 3.5 percent. The rise in the rate during 1997 coincides with the peaking of the county's labor force that year.

Starting in 2000, the rate has increased significantly. This also matches the state's pattern. The increase in unemployment in the county and state seems to precede the nationwide recession slightly. There were some signs of slowing of the state and county's economy during the latter half of 2000. In the five year time period, the average unemployment rate for Shawano has been at or below the national level.

The term used to describe the relationship between the labor force and population is the participation rate. Shawano County has a somewhat lower participation rate than the State of Wisconsin and the United States. The participation rate for Shawano County's labor force is 65.3 percent, down from 1990 when it was 66.1 percent. The United State's participation rate is 66.9 percent, while the state's rate is 73.5 percent. Participation rates are affected by changes in the economic conditions, as well changes in the demographic conditions of an area such as age and gender of the population.

During the last fifty years, the participation of females has increased dramatically in the United States and Shawano County. Each decade the percent of women that have been in the labor force has increased, while that for men has declined slightly. The decline of men in the labor force may be a result of the aging of the population, as well as earlier retirements. In some cases this may be precipitated by plant closings or cut backs by employers with offers of early retirement. Participation by women in the labor force has continued to increase, and while participation by women has not reached the same level as men, this could occur within the next ten to fifteen years. Female participation has grown for several reason during the last

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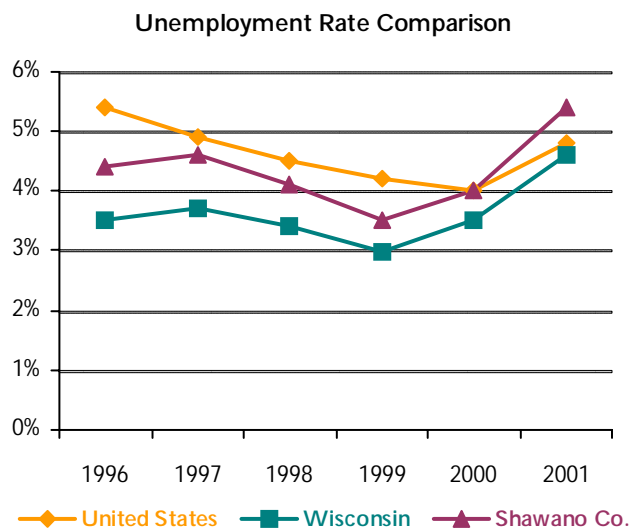


State of Wisconsin - Shawano County

half century. One is economic need. This is not just in the household, but also by business. During times of labor shortage, employers would make efforts to encourage females to enter the labor force. This was sort of a reserve pool of workers to fuel the economy. Unfortunately, this source of workers has just about been maximized. Another reason for increased participation is changes in the types of jobs available.

Shawano is like most areas, the majority of its workers are employed by private business and are considered payroll employees. In Shawano, this makes up 78.4 percent of those employed, while another 10.7 percent of the workers are employed by a government unit. Government employment includes all services such as police, fire, social services, education and postal as provided by federal state, county, city and village government units. The percent of self employed workers in the county was 10.1 percent. This is considerably higher than the state average of 6.1 percent.

It is helpful to understand how workers get to work and where they come from to better under-

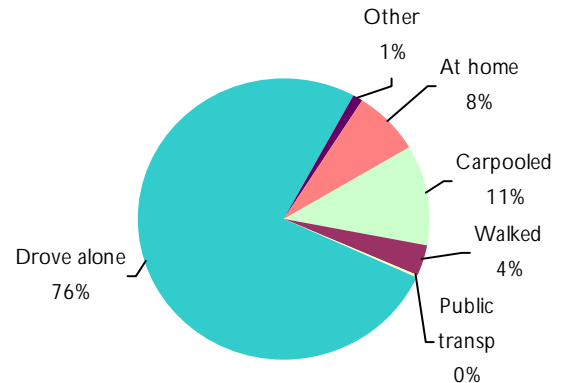


Shawano County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	20,600	21,200	21,000	19,900	20,000	20,300
Employed	19,700	20,200	20,100	19,200	19,200	19,200
Unemployed	900	980	860	700	810	1,090
Unemployment Rate	4.4%	4.6%	4.1%	3.5%	4.0%	5.4%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

stand the needs and make up of the areas economy. At the time of this writing, commuting patterns for Shawano County were not available. However the method of how workers get to work was. Both are important in planning growth of communities and in recruitment and economic development of an area. The 1990 Census showed that Shawano county lost a net of 4,300 workers on a daily basis to neighboring counties for employment. This pattern most likely has not changed a great deal in 2000, and will continue to create questions about the availability of workers in relation to employment expansion during the next decade.

Data on how residents get to work was recently released by the 2000 Census. The county is very similar to the state and surrounding counties with 76 percent of its workers driving to their place of employment alone. Eleven percent of the workers carpoolled. This was just slightly higher than the state average of 9.9 percent carpooling and may be an indicator of workers leaving the county for employment. Only 0.3 percent of workers took some form of public transportation. This is well below the state average of 2.0 percent primarily due to the lack of the availability of public transportation in Shawano County.



County Industry Employment

Nonfarm Wage and Salary Employment

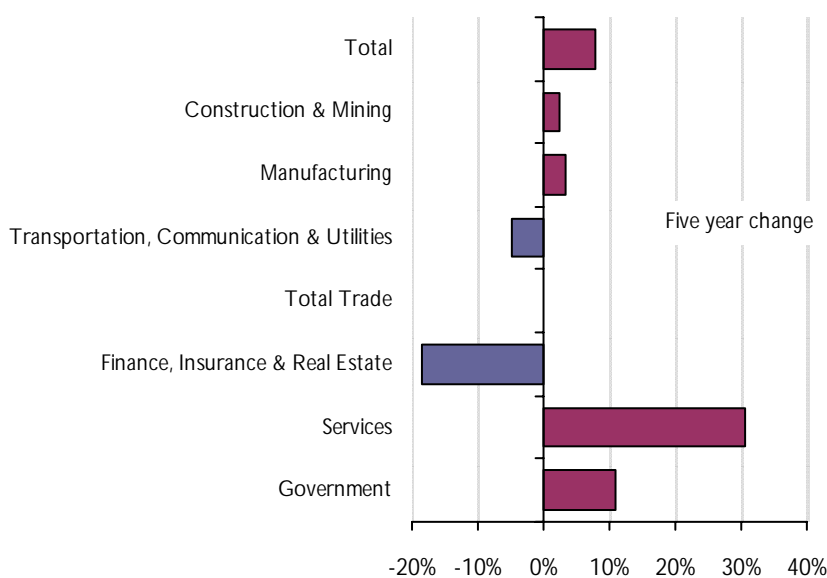
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	11,730	12,292	12,595	12,672	12,754	12,664	-0.7%	8.0%
Goods Producing	2,865	3,112	3,090	3,139	3,122	2,953	-5.4%	3.1%
Construction & Mining	493	498	494	525	523	505	-3.4%	2.5%
Manufacturing	2,372	2,614	2,596	2,614	2,599	2,448	-5.8%	3.2%
Durable	1,290	1,445	1,535	1,551	1,537	1,427	-7.2%	10.6%
Nondurable	1,082	1,169	1,061	1,063	1,062	1,021	-3.9%	-5.6%
Service Producing	8,865	9,180	9,505	9,533	9,632	9,711	0.8%	9.5%
Transportation, Communications & Utilities	572	594	566	561	570	545	-4.4%	-4.8%
Total Trade	2,983	3,096	3,147	3,177	3,120	2,985	-4.3%	0.1%
Wholesale	510	495	485	457	453	442	-2.3%	-13.2%
Retail	2,473	2,601	2,662	2,720	2,668	2,543	-4.7%	2.8%
Finance, Insurance, and Real Estate	506	477	473	436	414	413	-0.4%	-18.5%
Services & Misc.	2,221	2,395	2,585	2,572	2,666	2,901	8.8%	30.7%
Total Government	2,583	2,618	2,734	2,787	2,862	2,867	0.2%	11.0%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives or if the job holder has multiple jobs. This information is often referred to as "place of work" data or

it is also called payroll employment. The 1990 census indicated that Shawano had a large percentage of residents commuting to other counties for work. A large number of workers were employed in Brown County. This pattern most likely has continued and may explain why the number employed exceeded the number of jobs in the county by 7,600 in 2001.

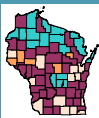
Employment Change by Industry Division: 1996 to 2001



In the last five years, the services and miscellaneous sector had the fast growth of all the industry sectors. This replaces manufacturing employment as the fastest growing industry, which had been the fastest growing industry with nearly a 20 percent increase between 1994 and 1999.

The change in growth rates has been the result of the economic downturn in the nations economy over the last two years. Manufacturing during the last year has had the largest decline in employment of the industry sectors, as it is more susceptible to employment swings from changes in the national and global economy. At the same time, services had the largest growth rate during the last year.

Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



State of Wisconsin - Shawano County

Top 10 Employers

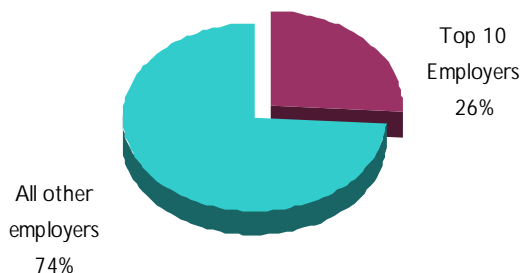
Company	Product or Service	Size
Mohican North Star Casino	Hospitality and Entertainment	500-999
County of Shawano	Government	500-999
Little Rapids Corp.	Paper Products Manufacturing	250-499
Shawano Medical Center Inc.	Health Care	250-499
Shawano-Gresham School District	Public Education	250-499
Stockbridge-Munsee Com Band Mohican	Tribal Government	250-499
Wittenberg-Birnamwood School	Public Education	250-499
Aarrowcast Inc.	Foundry Castings	100-249
Wal-Mart Associates Inc.	Retail Trade	100-249
Homme Inc.	Residential Youth Treatment	100-249

Top 10 Industry Groups

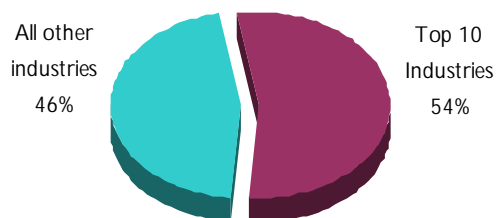
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	7	1,004	-17	-17
Executive, Legislative, and General	32	988	306	306
Health Services	29	986	156	156
Eating and Drinking Places	82	959	23	23
Lumber and Wood Products	28	658	35	35
Amusement & Recreation Services	*	*	*	*
Paper and Allied Products	*	*	*	*
Automotive Dealers & Service Stations	38	414	-6	-6
Food Stores	16	382	-31	-31
Special Trade Contractors	66	338	17	17

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



Top 10 Industry Group Share
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There were 1,050 employers in Shawano County during 2001. This includes nearly 100 government units. The ten largest employers in the county provided over one fourth of the jobs in the County but account for just under one percent of the employers in the county.

Changes in the economic health or make up of these companies affects the on-going economy and

well being of the county.

The make up of the county's largest employers is quite diverse. The largest employer is the Mohican North Star Casino with over 500 workers. Three were government, including two school districts, and two employers were from the manufacturing sector. Only one retail establishment, and that was

(Continued on page 7)



State of Wisconsin - Shawano County

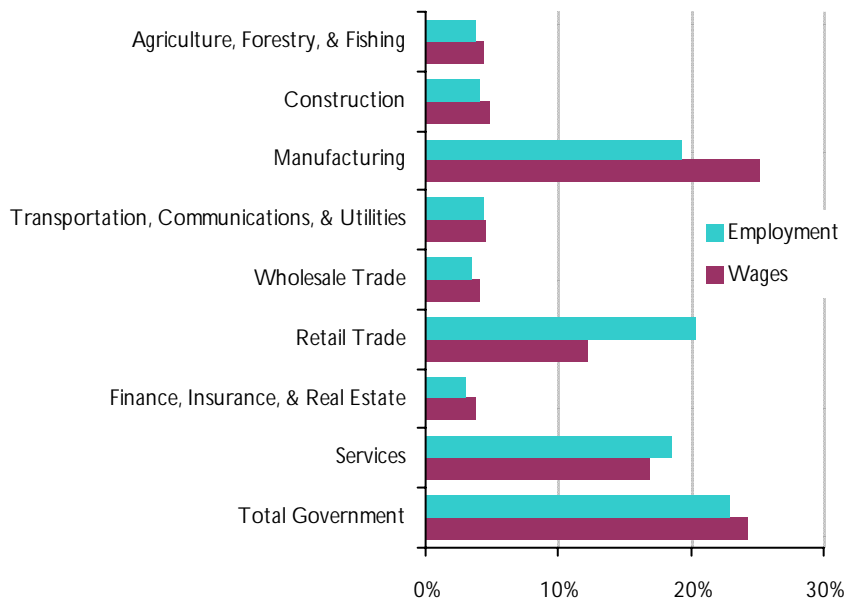
Wal-Mart. It is not unusual to have two or three government units in a county's largest employer list.

Industry groups include all of the employers that produce or provide a like service in one group. Industries are divided into over 80 different industry sectors. The ten largest industries in Shawano County provide 54 percent of the jobs in the county. Educational services is the largest industry sector with over 1,000 workers or about eight percent of the jobs in the county. During the last five

years, there has been very little change in employment in this industry.

The average annual wages in Shawano County increased by 2.5 percent during the last year. The increase is slightly lower than previous years, but may be due to changes in the number of hours worked by employees rather than lower wage increases, although that is also a possibility. The increase over the year was well above the state average of just under one percent.

Employment & Wage Distribution by Industry Division



However, wages in the county remain \$8,000 below the state average of \$30.922. This was only 74 percent of the statewide average. Average wages will vary between years and areas due to types of jobs, average hours worked as well as average hourly wages. With the exception of agriculture, forestry and fishing industry, wages in all the industry sectors were below the statewide average.

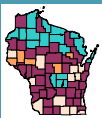
Retail trade and services, provided a larger portion of jobs than they do wages paid in the area. This is a result of many of the jobs in this sector are often part time, and in some cases may be lower paying, primarily in the retail trade industry.

Annual Average Wage By Industry Division

	Shawano Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 22,889	\$ 30,922	74.0%	2.5%	23.2%
Agriculture, Forestry, & Fishing	\$ 26,713	\$ 22,565	118.4%	3.0%	16.4%
Construction	\$ 26,878	\$ 39,011	68.9%	-2.9%	28.1%
Manufacturing	\$ 29,988	\$ 39,739	75.5%	0.2%	33.6%
Transportation, Communications, & Utilities	\$ 23,334	\$ 36,639	63.7%	6.7%	27.0%
Wholesale Trade	\$ 26,512	\$ 40,521	65.4%	-0.5%	19.5%
Retail Trade	\$ 13,682	\$ 14,596	93.7%	2.2%	14.5%
Finance, Insurance, & Real estate	\$ 27,926	\$ 40,933	68.2%	0.8%	36.7%
Services	\$ 20,817	\$ 28,775	72.3%	8.2%	23.4%
Total Government	\$ 24,168	\$ 33,785	71.5%	-3.1%	9.8%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

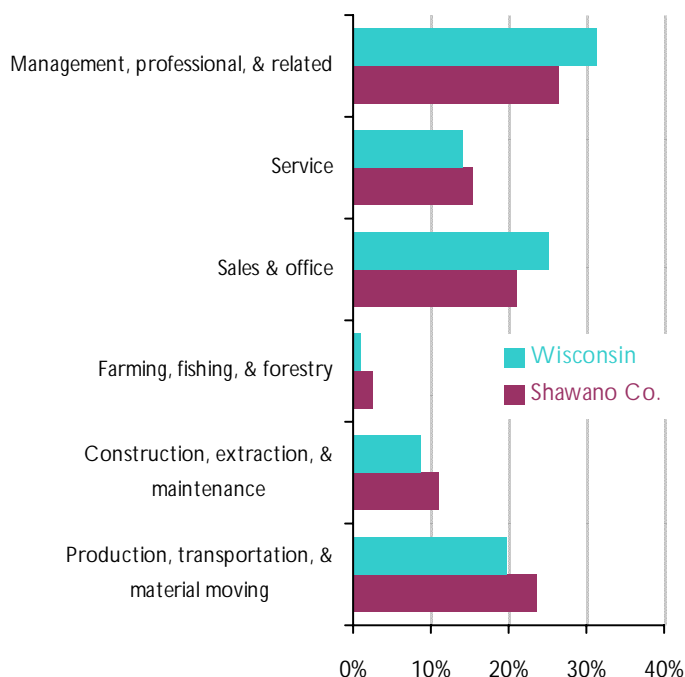
Two additional factors that are vital to the composition of Shawano County's workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points can be made about this distribution. First, despite declines in manufacturing, a relatively larger percentage of the population is employed in production, transportation and material moving occupations than the state. This suggests that continued declines in these industries will have an impact on the county's economy.

Conversely, a smaller percentage of workers in the county are employed in management and professional occupations, as well as workers in sales and office positions than the state. This reflects differences in the make up of the county's economy versus the state. Finally, the larger share of workers in construction points to a high demand for construction, particularly in residential construction in the county.

Shifting from occupations to educational attainment, the distribution of the population aged 25 and over by highest level attained. Given the importance of manufacturing and other traditional industries in

Employment by Occupation Group: 2000

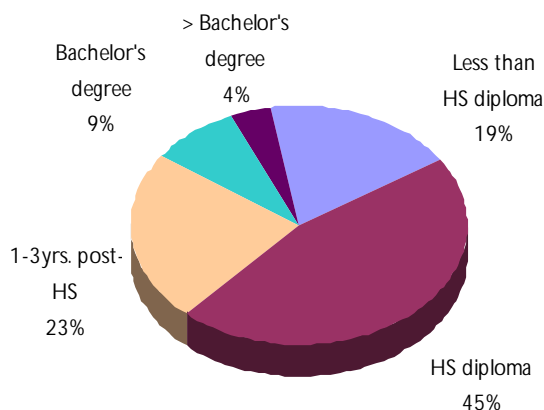


US Department of Commerce, Census 2000

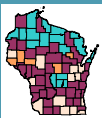
Shawano County, the large share of the population possessing a high school diploma is not surprising.

The small share of workers with an advanced degree supports the dominance of industries such as manufacturing and trade. One additional point needs to be made at this juncture. A large percentage of the Shawano County population (23%) reported completing between one and three years of postsecondary education. Despite the fact that the Census does not contain a category for associate's and vocational degrees, the presence of a strong technical college system and emphasis on traditional industries appears to suggest that a large number of this group possesses one of these degrees.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

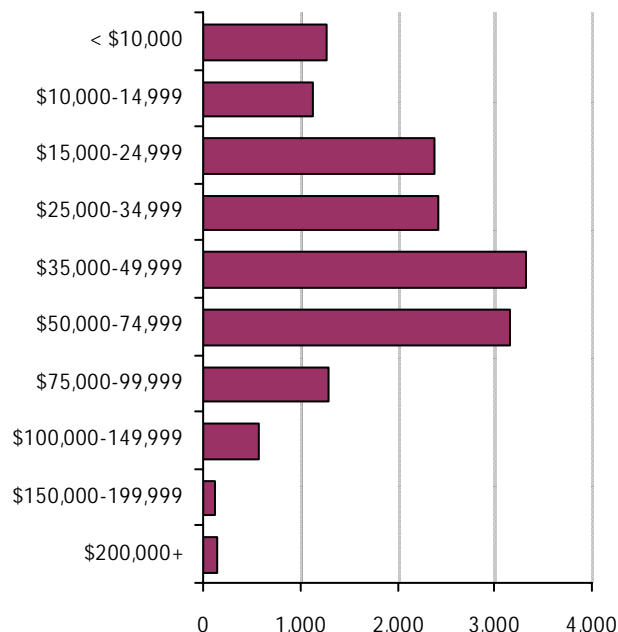
A final, yet vitally important factor to consider when examining the Shawano County workforce is the income level of the population. This is measured by a variety of means. The first, and perhaps most popular calculation is that of median household income. The median represents the point in income where half the households are above and one half are below. The distribution to the right represents the distribution of household income in the county as reported in Census 2000.

In 2000, the median household income of Shawano County was \$38,069. This median is significantly lower than the state average of \$43,286. A logical explanation for this disparity harkens back to the discussion of average annual wages in the county, which are also lower than the state average.

Another indication of income in the county is per capita personal income (PCPI), which includes sources of income other than salary and wages. In 2000, the PCPI of Shawano County was \$20,354, which is lower than both the state and national levels.

When looking at the sources of income in PCPI, you will note that in Shawano County, they are lower in the net earnings portion. The primary source in net earnings comes from wages. Income is also lower in dividends, interest, and rent as a

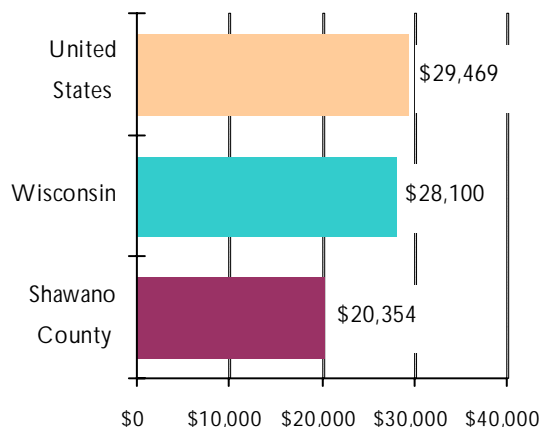
Households by Income Range
Median household income in Shawano Co. \$38,069



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

portion of income. However, the percent of PCPI that comes from transfer payments is higher than both the state and national average. This is consistent with the age of county residents, since a large portion of transfer payments would be through social security.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

